



Thursday July 21, 2011

Ekka's most iconic treat sets a new benchmark

Since 1950, iconic Ekka Strawberry Sundaes have been devoured by millions of people and for more than 20 years they have helped fund vital transplant research through the Prince Charles Hospital Foundation.

This year, the RNA together with the Prince Charles Hospital Foundation are proud to announce the sundaes will now feature award winning hand made ice-cream from the Mammino family of Childers.

With 50 per cent more strawberries and all ingredients 100 per cent Queensland grown the RNA is proud this iconic Ekka tradition can actively support a small regional business.

RNA Chief Executive Jonathan Tunny said a wonderful part of this story is the family behind this incredible hand made ice-cream.

"Anthony and Teena Mammino are cane farmers who started making ice-cream from a recipe of Teena's grandmother," he said.

"They operate a small ice-creamery near Childers and when the RNA approached them earlier this year to make enough strawberry ice-cream for at least 150,000 sundaes, it was almost a dream come true.

"This enormous task has created extra six jobs in the local community."

Since 1950, these treats have been devoured by millions of people and for more than 20 years they have helped fund vital transplant research through the Prince Charles Hospital Foundation.

Mr Tunny said strawberry sundaes are home grown produce supporting home grown research.

"These ice-creams are a great way to support Queensland farmers while making a donation to transplant research," he said.

The Prince Charles Hospital Foundation Chief Executive Officer Kate Ashton said the Foundation is expecting a bumper year.

"The Prince Charles Hospital Foundation is very pleased to be in partnership with the RNA for the Ekka again this year," she said.

"It's our 22nd year making these iconic Strawberry Sundaes and it wouldn't be possible without the wonderful support we receive each year from our amazing volunteers.

"This year we have about 2,000 people who will be helping us.

"We use local suppliers for our cream, cones and of course the delicious Queensland strawberries.

"The money we raise through the strawberry sundaes helps us fund life saving research at Australia's premier heart and lung hospital – The Prince Charles Hospital right here in Brisbane.

/2

Grand Champion Sponsors





Media Release



Ekka

“Over the years the sale of Ekka Strawberry Sundaes has helped fund research into developing a world-first artificial heart, improving the patient recovery after heart surgery, finding a way to stop the progression of arthritis, new treatments for people with mental illness, sleep disorders and heart failure.”

For more information contact RNA Communications Manager Veronica Carew on (07) 3253 3930 or 0408 3236 3931, RNA Media and Communications Officer Katie Johnston on (07) 3253 3931 or 0433 376 713 or The Prince Charles Hospital Foundation PR and Communications Manager Christine Atkinson on (07) 3139 6350 or 0414 992 412.

Grand Champion Sponsors

